

ABSTRACT OF THE DISCLOSURE

5 A golf club display rack is provided for supporting and displaying
golf clubs in a sales environment or the like. The display rack includes at
least one platform mounted on a frame in spaced relation above a floor
surface, wherein the platform has a plurality of upwardly open club ports
formed therein. A support collar, which may include a security tag, is snugly
mounted onto the elongated shaft of a golf club. This support collar has a
size and shape for sliding seated reception into a selected club port to retain
10 the golf club in a predetermined position, such as an inverted orientation with
a head of the golf club spaced a selected distance above the platform. In the
preferred form, the support collar includes a key for seating within a keyway
lining the selected club port, to prevent relative rotation between the golf club
and the platform.